

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, MARCH 18, 1891.

NO. 11.

GET THE BEST



A single swallow does not make a summer.

A single qualification does not ensure the best

NEWSPAPER ADVERTISING.

If a man has the above requisites (and the time to spare from his own business), he can handle his own advertising.

Otherwise he should select the Newspaper Advertising Agent who touches the above circle at the most points.

Philadelphia.

N. W. AYER & SON,
Newspaper Advertising Agents.

COUNTRY

ADVERTISING.

ATLANTIC
COAST LISTS
1400 LOCAL PAPERS
NEW ENGLAND MIDDLE
AND SOUTHERN
STATES

Outside of large cities there are millions of people who eat, drink and live; and although they may spend less money than their city cousins, their disbursements in the aggregate are large.

The country people are great readers of advertisements. The local papers command their attention and respect. Advertisers, to reach these people advantageously, must use their local papers.

ATLANTIC
COAST LISTS
1400 LOCAL PAPERS
NEW ENGLAND MIDDLE
AND SOUTHERN
STATES

The easiest and most effective method of communicating with the country population of the New England, Middle and Southern States is through the ATLANTIC COAST LISTS of 1400 local family newspapers, which address close to six million readers each week.

Our price for transient advertising in these lists is half a cent a line a paper, and for yearly advertising considerably less. Estimates given and catalogues sent upon application.

NEW YORK NEWSPAPER UNION,
134 Leonard St., New York.

PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

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SUPPOSE —?

By George R. Kennedy.

Suppose you manage it so that the merchants who have accomplished something out of the common should write to PRINTERS' INK and try to tell just how they did it?

Suppose the lawyers should take the matter up, and the eminent ones of this great profession should make the attempt at telling just how they managed to get thousand dollar fees where so many others barely got hundreds?

Suppose the doctors of medicine, jealous of the public attention turned toward the merchants and lawyers, should seek out those who win incomes of ten, twenty or more thousands a year, and should induce them to tell through PRINTERS' INK exactly how they did it?

Suppose the doctors of divinity who are happy in the possession of six, ten or twenty thousand dollars a year could be induced to tell through PRINTERS' INK just what it is in them that wins such reward over the others who must be content with as many hundreds as they get thousands?

Suppose you get editors by the ears, and start them off, first of all, at the telling, through PRINTERS' INK, "the only true way to build up a great newspaper," wouldn't there be heaps of fun?

Suppose I suggest that for the past six months business writers have been attempting to place bounds upon that which is boundless?

Suppose we laugh at and with each other, and begin now to learn the first part of the lesson of business life and business needs, to the end that we may discover something of what's wanted in business writing?

Suppose we remember that the English armies are credited with winning battles because they stood like rocks, and never knew they were beaten?

Suppose we look at the other side, and remember that our histories declare that the French armies under Napoleon overran Europe because of the impetuous dash of their battalions?

Suppose we ask those who employ the business writer to remember that the impetuous dash and indomitable courage that won under the first Napoleon utterly failed when controlled by the last Napoleon? Maybe they will discover that it makes all the difference in the world *who* directs forces as to whether success or failure comes.

Suppose we remember, and take courage, that the sneer of the Austrian general, because his opponent failed to conform to "the rules of war" as he understood them, was soon turned to dismay as he found himself routed by the French innovator?

Will it do any harm if we remember that great stores had been built and great business had been established long before the art of the modern writer was known?

Will it do any harm if the merchant is reminded that he once lighted his store with candles or oil, but that now he must have the greatest power of the electric light?

Will it do any harm to recall to many of them that the time was when half a dozen clerks served instead of the hundreds needed now, and that it was not uncommon for one of them to deliver a bundle "on the way home to dinner?"

Will it be wrong if we assume that the best writers on business are those who are evolved from it and its necessities?

Will it not be pretty near the solemn truth to declare that the spirit that goes out from the firm means almost everything to begin with; that the men who absorb that spirit and control the great departments are of the greatest importance; that the manager who selects the department heads and

the clerks to assist them, and so manages to keep them all up to the full requirements of the store spirit with the least friction and the most enthusiasm, is also a man of great importance?

Is it not even so with the writer who catches up the threads of the great, throbbing store life and sends it out a fair fabric of thought, in pleasant measure, to do its work among the thousands who read and think day after day about the store and its ways?

Combine all these in perfect harmony, all working to a common end, and you have a power that will build up any business on earth.

For any one man to think he does it all is absurd!

For a writer to assume that he knows more about a business than the man who created it or the men who direct it, is absurd.

For a writer to formulate a plan for the writing of *all* business announcements is the height of absurdity.

For a writer to assume that he can teach a run-round method that will be effective anywhere is another absurdity.

Why is it that one merchant advertises and sells only one hundred and fifty thousand dollars a year, while another merchant, a couple of blocks away, advertises and sells a million?

The merchant who possesses that subtle quality of brain that enables him to grasp possibilities that are merely shadowed a long ways ahead, wins for himself the first place among merchants, while his neighbor, having the same products of the world to choose from, falls far short of achieving eminence, because he lacks the one important quality so necessary to achieve pronounced success as a merchant.

The lawyer, with that fertility of resource that enables him to make the best and the most of every possible and seemingly impossible point for his client's advantage, gets the thousands where his less acute and less brilliant brother gets only hundreds.

The physician who can reason closest as to cause of physical disturbance and knows best how to remove it, stands away and beyond his fellows who have less acute reasoning powers and less knowledge of remedial agencies.

The clergyman who looks the nicest, talks the pleasantest and has the magic power to lift you in his arms and carry you away and beyond the turmoil and struggle of every-day life up into the

confident calm of hope and faith, gets the thousands where others get only hundreds. *

The editor, the rare one who prints all the news because it is news, who resists the blandishments of sycophants or the money of advertisers alike, and who plows his way through cant, hypocrisy, shams and political debauchery wins, at last, the thousands where the "real good fellow" gets the hundreds.

The business writer who will win the highest place in this newest of the professions is sure to be that one born with the instinct of the merchant who develops in himself the alert acuteness of the lawyer, who has the power of analysis ascribed to the physician and the warm, glowing electric force of the clergyman.

The writer on business who will add to these the quality of dignified modesty, coupled with unusual versatility of expression, will of a surety be lifted up into the highest places and be given, with alacrity, the thousands where others get the hundreds.

These gifts cannot be educated into a man, they cannot be bound by fetters, neither can they be called into any man's service at will. They can only have perfect life and expression when all that is in the man is called into best effort, because his business instinct, his truth, his respect and confidence in the house, and his love for the achievement of purposes of themselves right and good, opens the flood-gates of his thought, and he tells his story with simplicity and truth.

Finally, when the man is found who possesses these gifts, you will have found a treasure that any tired, worried, care-laden merchant may call to his side, sure that he has, at last, found a part of the elixir of life, and that his years will be lengthened and gladdened because of the gracious ability that sits by his elbow ready and able to send the store purpose abroad in the land to gain that confidence which alone wins success.

IF all men in the world should come and bring their grievances together, of body, mind, fortune and all these common calamities of beggary, servitude, want, imprisonment, and lay them on one heap, to be equally divided, would'st thou share alike and take thy portion or be as thou art?—*Socrates*.

"A COMMONPLACE ADVERTISE- MENT."

By J. F. Place.



In PRINTERS' INK of January 28, under the above head, Mr. J. E. Powers gives a sample of a commonplace advertisement which he says, after writing more or less for two years on the subject, he thinks is the cream of his work.

At the risk of giving Macbeth's lamp-chimneys some bang-up free advertising I here reproduce it:

Macbeth's tough glass will save you nine-tenths of your lamp-chimney bother and money. It costs but a little more than the common brittle glass.

It breaks, as crockery breaks, from accident; almost never from heat.

If it breaks from heat there is something wrong. You have probably got a wrong-shape chimney, there is a right one. Talk with your dealer about it.

Macbeth's tough glass has two trade-marks: "pearl top" for the curve top  chimneys, and "pearl glass" for straight-top  chimneys.

Look for the name and label.

I have been looking at that, and have read it several times. In my opinion it is too commonplace, and I will do Mr. Powers the justice to say I have seen finer work from his pen.



I believe if the sentences of the above advertisement were rounded a little more gingerly it would be more effective. For example:

Don't scold

about lamp-chimneys.

But when you get another half-dozen buy one of Macbeth's tough-glass ones, it costs but a trifle more, and you will find it on the lamp when the other six are broken and gone to the ash-barrel.

You can break a Macbeth lamp-chimney, oh, yes, you can—with a flat-iron, for instance, but not with the heat of the lamp.

And stick a pin here. There is but one tough glass, and only one Macbeth who makes it into chimneys. These are his trade-marks—"pearl top" like this  and "pearl glass" for straight-top  chimneys.

What's the good of buying lamp-chimneys for the ash-barrel?

relating to the wrong-shaped chimney I leave out as not essential. If thought important it can be added after the second clause, thus: "If it breaks on the lamp it is the wrong size; take your lamp-top to the store and get the right one." But I do not think it sufficiently important to take the space.

Of course an endless amount might be written in terse sentences on the subject of these chimneys; but I have tried in the above to confine the subject matter to essentially the same as in the advertisement of Mr. Powers.

STRAY SHOTS.

By Artemas Ward.

I set a trap—several traps. I have caught bear! There is lots of fun in the advertising business, especially if you go gunning for it.

This is a straight advertisement—a public call for attention—an effort to challenge thought and stimulate brain activity, even though the cry comes this time from the waste-basket.

Oh, basket underneath the desk! How many brave letters and bold circulars find a grave in your yawning jaws! How long and how often does the advertising manager study his epistles, making them concise, or long, or frank,

or funny in an effort to escape your insatiable appetite. I know that, like the office cat of the *Sun*, you devour much that should never have seen the light, but many sins have been committed in your name, and at last some account of them must be taken. Of course it is your fault. You sit there grinning under the desk and the advertiser gets into a habit of feeding you. I propose to show that you are a bargain devourer, a money-away-slinger and not

Does that strike the reader as an improvement? In criticism it may be asserted that it is a new advertisement. As a matter of fact it is not, for the principal points emphasized in the first appear in the second. The matter

a money-bringer. I am a publisher and set the traps with my own paper, baited with bargains. My desire was to find out the real habits of the bear—the adver-

tising-dispensing bear. Ten letters were sent out to the following houses, all noted advertisers :

J. C. Ayer & Co.
C. I. Hood & Co.
Swift Specific Co.
Scott & Bowne.
Brent Good & Co.
Lyman D. Morse.
W. L. Douglass.
J. B. Williams Co.
Potter Drug & Chem. Co.
B. Brandredth Sons.

Space was offered to them at *one-fifteenth of one cent per line for each thousand of circulation!* Would they know a bargain when they saw it? Is advertising given out, like kissing, by favor only? Have great houses time for little things? Is it possible to avoid the waste-basket even by the boldest reduction? I have learned the habits of the animals. Not one of them took the bait!

Let me be exact. Each letter was short and absolute in its statement. Circulation guaranteed plainly. Letters typewritten, signed by me, and accompanied by a handsome pamphlet which cost ten cents a copy in an edition of three thousand. The pamphlet gave photo-electrotyped letters from sixteen well-known advertisers testifying to extraordinary results obtained by advertising in my paper. By accident Mr. A. Frank Richardson happened to be in one office when the postman brought the letter and pamphlet; he kindly added his testimony in my favor, but it was useless, the outfit went into the waste-basket.

Now if such special efforts and such ruinous rates—rates at which of course I did not want the business—will not tempt the advertising dispensers, is there any use in wasting good paper and costly postages in addressing them? The laugh is on my side in this case, for before publishing the story I have written that the offers are off.

Do not many advertisers think it is all a lottery, thank their stars when they win, and swear off? It seems so. One firm wrote me that on an outlay of \$9.60 they secured \$700 to \$800 worth of direct trade—they never used the paper again. Another house of high standing wrote, "On the advertisement of \$40 we sold \$2,000 worth of our cigars"—I never had a second order.

Oh, dispensers of advertising, sitting in the judgment seat and deciding the issues of expenditure and economy, you might entertain angels unawares, but you often spare effort and save time at a cost of actual results. You are weighed in the balances and found wanting.

Let us turn to pleasanter topics. Ex-Speaker Reed, known as the "Czar," made a happy reference to advertising at a dinner at Delmonico's. He said:

One half of the struggle in life is to get a hearing. (Laughter.) When Christopher Columbus discovered America it took him only three months, but it took him one-half of his entire life to get a chance to discover America. If a man's object in life is to hold office and wear decorations, undoubtedly the best course for him is to go softly, like a cat on a carpet; but if his object is to do something, perhaps it is not undesirable for him to buy a trumpet, especially if he can get somebody that does not like him to sound it (Laughter.) Advertising is an absolute prerequisite to the sale of goods, and your best advertisers are always your enemies. Your friends sometimes go to sleep; your enemies never do.

But whenever the good-natured public, being neither friend nor enemy, wakes up to the consciousness that there is something to be considered, it does not pay much attention to the advertisements, but proceeds to examine the goods. The House of Representatives of the Fifty-first Congress has been thoroughly advertised by its enemies. I think the public is now disposed to examine what has been done.

An advertisement is but an introduction. The goods once brought to notice must take care of themselves. Just in the same manner a social introduction is valuable, but not conclusive if the individual turns out to be worthless.

ANOTHER FEATURE OF ADVERTISING.

By J. C. Montague.

The prime object in advertising is to create a demand; the secondary one to supply that demand when it has been created. And yet how often is the latter portion overlooked?

A manufacturer, having a moderate market for his wares, determines to enlarge it by judicious advertising. He has some artistic cuts prepared and succeeds in interesting the parties he is trying to reach. He is overwhelmed with orders, but instead of having augmented his facilities to keep pace with the anticipated increase in demand, he has permitted himself to move along in the old rut.

The result is an inability to fill orders promptly, causing worry and vexation to the merchant and dissatisfaction or even worse to his customers. It is not alone sufficient to bring one's self before the public through newspapers, sign-boards and handbills, but prompt execution of orders, faithful fulfillment of all promises and careful attention to details are powerful advertising aids, the value of which cannot be over estimated in commercial life.

QUEER ADVERTISING.

By W. H. Baker.

When electricity superseded gas for street illumination in St. Louis, the glass tops were removed from the gas lamp posts, leaving the bare post standing. About that time the advance agent of the Crystal Slipper Opera Company arrived, and one morning the town woke up and found diamond-shaped pasteboard signs advertising the show stuck into the tops of the lamp posts. The scheme was novel and bold and—took. But like all good things it was "run into the ground," and the town council has been called upon to suppress the nuisance.

Not long ago a restaurant keeper here got into a scrape with a waiters' union, or some other labor gang, with the result of being boycotted. The boycotters had little 2x3 colored paper slips stuck on light and telegraph poles, reading something like this:

BOYCOTT

THE COMMERCIAL RESTAURANT,

..... The Beanyery on
..... SEAL Chestnut St.
..... By order of

But the man of food was like Bret Harte's Heathen Chinee. He got printed some green slips with the legend "eat at," in beautiful, bold gothic letters, and posted these slips over the word "boycott." It didn't occasion a great run on his place, but it was noticed and commented upon—and that is the aim of much advertising.

Here's a motto for advertising writers: Time, tide and advertising wait for no man.

As an old journalist once said, the ideal journal will be as fresh to the eye every day in its advertising as in its news columns.—*Philadelphia Ledger.*

SOME THINGS I HAVE OBSERVED.

By C. De Vos.

That it would be a good plan for newspapers generally to announce in their schedule of advertising rates, "Advertisers are recommended to furnish new copy for every issue," a la PRINTERS' INK.

That the time has arrived when all classified business directories should be abolished in country newspapers. They are N. G. in this progressive age.

That country merchants, and a few city ones, too, need to be reminded occasionally by publishers not to let their advertisements run "out of season." It belittles the looks of your paper and injures the merchant's standing in the community. Go and wake him up if you catch him napping.

That a little life, energy and vim in the wording of your advertisements is just as necessary (often more so) as in the management of your business. Remember, a good advertisement works twenty-four hours a day. Do you do that?

THE ESTIMATE FIEND.

Messrs. Geo. P. Rowell & Co. have lately adopted the rule of charging fixed rates per hour for giving estimates. This is a system that printers could adopt to great advantage in dealing with all except regular customers. No business man would expect a printer to set type for nothing, yet they have no compunction in writing for estimates which will take at least a half hour, perhaps an hour's hard brain work to calculate all the details—and in nine cases out of ten the printer never gets the job—perhaps the applicant only wrote out of idle curiosity, perhaps he has applied to a dozen other printers and twelve will surely get "left," perhaps the estimate will be used to "beat down" other printers, and so on. Printers ought to have a regular scale of 50 cents an hour for giving estimates, no estimate for less than 25 cents. Indeed, we think that a good many conscientious business men would be glad to comply with such a rule. We are sure that every printer will join in commending Messrs. Rowell & Co. for inaugurating this rule, which may yet extend naturally from their advertising agency to newspaper publishers and printers.—*Corona News Letter.*

ADVERTISING IN LONDON AND PARIS.

I am in no disposition to hold up either the English or the French advertiser as a model for the American publicity seeker. The systems of all three countries are totally different. The American seeks to economize space and capital, but is always on the alert for and ready to pay liberally for an idea which shall cause his little corner to scintillate and illuminate a whole page of solid matter. So upon the advertising pages of a modern American journal is fought quite as much a battle for predominance among the advertisers of different wares as among each individual advertiser and his competitors.

French newspaper advertising is worthless in the ordinary sense of the word. Paris is fairly blazing with fence and placard advertising, but her newspaper columns are mockeries as compared with the brilliant appearance of those of other lands. The great Parisian advertisement is the *Kiosque*. This is a sheet iron cylinder two to three feet in diameter and ten to twelve feet in height. Its interior is utilized either as a news-vender's stand, as a *cabinet de toilette* or in some cases not at all. The cylinders are divided into square panels which are let by the great companies controlling the different systems of Paris *Kiosques*. Some of the *Kiosques* are panelled with ground glass signs which are lighted from within at night. Wherever there is building going on or a long enclosed exhibition like that of 1889, the great firm of Ave Crespin Aine, E. G. Du-fayel control the fence displays, which are often very beautiful. Aside from this the only newspaper advertising widely indulged in takes the form of *reclame* or paid puffs which are put as reading matter quite without distinction. These cost tremendously, and in pictorial publications are often beautifully illustrated articles of really public interest. Regular column advertising is almost entirely confined to patent medicines and questionable enterprises. Occasionally the Bon Marche, the Printemps or the Grand Magazins du Louvre will detail a special sale, but they do no regular advertising like a Wanamaker or a Lehman. Geraudel, the cough lozenge man, is the great patron of the daily press in Paris, sometimes using a full

page of *La Lanterne* or the *Petit Journal*, or one of the many penny sheets having immense circulation among the common people.

It is England who stands side by side with America in her liberal support of the daily and periodical press. Her system is however different from ours in that her advertisers do not know how to economize space, and so their advertisements to be beautiful must be very costly. In England the art of process engraving is in its infancy, so that nearly all pictorial publicity in the press is confined to wood-cuts. The principal mediums for general illustrated advertising in Great Britain are the *Field*, a gentlemen's paper, and the *Queen* and *Ladies' Pictorial*, ladies' papers. Daily papers like the *Times*, the *Daily News* and *Telegraph* do not take cuts, and their advertisements are set so close as to form a black and utterly uninteresting tangle only to be unraveled by those especially interested in ferreting out a particular one, scarcely the quality desired by the live advertiser. The business of the *Field*, *Queen*, etc., consists almost entirely of pages 10x14 and half pages set in large type consisting merely of large wood-cuts and descriptions of what they represent. No appeals, bright wording or special cleverness is displayed. An occasional testimonial from one or more persons in high rank only breaks the monotony.

The best generally advertised products in England are Pears' Soap and Beecham's Pills. The methods of the former house, which the latter intimately copy, are well known in America, usually the reproduction in engraving or colors of rare beautiful art work with the advertisement lettered in a corner. Some of these reproductions have cost, including purchase of originals, as high as fifty thousand dollars. The most profuse engravings and poster and painted panel advertising in London are to be found in the underground railway stations, where every available space is taken up by bill-boards bearing attractive colored posters. Colossal copies of well-known paintings here prevail as well. Pears' "Bubbles" six feet in height; "Nestle's Swiss food" for infants is advertised by a beautiful life-size picture of a mother bending over her sleeping child, a large frame being designed (on the paper) about it. "Vitalis Italian Wines," a half life-size corpora! of Italian infantry, and

so on. The Pears have a white enameled iron plate bearing a blue disk with Pears' Soap in white letters on every archway support on both sides of every mile of underground railway in London. One can travel an hour and have those interminable blue disks continually floating by him. It must require many thousands.

Every omnibus in London has a transparency about 3x12 inches finely lithographed with a different advertisement in bright colors on oiled paper, pasted across the top of each window. Pears started with "Good morning! have you used Pears' Soap?" but soon another firm of manufacturers took the next window with "Yes, but I have found *Cleaver's* to be the best. Good evening."

Probably the most ingenious advertisers in the way of startlers are the hordes of penny (two cents) and half-penny weekly papers which subsist entirely on scissors, paste pot and American exchanges, but have enormous circulations all over Great Britain. One of them last year gave a guessing competition, the winner of which is supposed to receive a pound (£5) a week for life.

Another lately advertised for all its matrimonially inclined male and female subscribers to send their photographs and personal descriptions from which, in all confidence, they would select the most pretty, refined and agreeable young lady, giving her in turn the choice of the young men whom she should select from the material on hand and who on investigation proved to be possessed of corresponding qualities. The publisher then proposed to pay for the bride's trousseau, the groom's outfit, pay the wedding expenses and give them a thousand dollars to start life on. The lady has been found and is at present engaged in sorting over the several thousand photos of male candidates received.

Every one of the class of papers I have mentioned, when signed and carried in the pocket, constitutes a railway life policy during the current week of its issue for from 200 to 1,000 pounds.

A common English dodge is for a fancy goods firm to advertise that any one forming two complete words from "Boogdoy" (or some such gibberish), and sending correct answer accompanied by stamps will receive a valuable package of goods. Of course five

thousand individuals send in "Good boy" and receive a catalogue and a few common samples.

Among mechanical devices there are one or two clever things about town. On both right and left platforms of all the underground stations is placed up against the wall a long board, painted white, before which is held by a curved armature a box containing six small stereopticons in a row. These are lighted with gas and have revolving within glass disks each containing a dozen circular advertisements moved by clock work. The apparatus only requires to be lighted and wound up for the evening. In spite of its ingenuity there is no taste or skill displayed in getting up the advertisements, so that it is scarcely ever looked at now that people are used to seeing it.

I have seen in an Aldersgate street restaurant window a contrivance lettered "Try our home-made pies" in slender glass tubing, actually unbroken, but passed in and out of perforations in the wooden background. By means of a little turbine and lever escapement operated by mechanism, alternate globules of air and the spirits of wine colored red are made to pass through it all day from right to left.

An electrical sign on a new principle is to be seen over several notable resorts in London, the secret of which is strictly guarded. Of the letters forming a name—first all are colored red and then changing to blue, then to yellow, then the letters become each a different one of these colors until each have been in turn red, blue and yellow, when all return to red and go through the same procession again.

In Regent street, near Oxford circus, the long-haired sisters scheme is being worked to advertise "Koko" (whatever that is) for the hair, with great success.

A prominent Regent street furrier entertained crowds during the holiday season by a cage of live bears in his window.

The Prince of Wales is a notoriously natty man, while his uncle, the Duke of Cambridge, is a gouty old curmudgeon who appears on parade as Commander-in-Chief of the British forces, with a big alpaca umbrella. A manufacturer of a new and excessively light umbrella has seized upon this fact to lithograph the Prince presenting his uncle with one of the new specialty

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The best generally advertised products in England are Pears' Soap and Beecham's Pills. The methods of the former house, which the latter intimately copy, are well known in America, usually the reproduction in engraving or colors of rare beautiful art work with the advertisement lettered in a corner. Some of these reproductions have cost, including purchase of originals, as high as fifty thousand dollars. The most profuse engravings and poster and painted panel advertising in London are to be found in the underground railway stations, where every available space is taken up by bill-boards bearing attractive colored posters. Colossal copies of well-known paintings here prevail as well. Pears' "Bubbles" six feet in height; "Nestle's Swiss food" for infants is advertised by a beautiful life-size picture of a mother bending over her sleeping child, a large frame being designed (on the paper) about it. "Vitalis Italian Wines," a half life-size corporal of Italian infantry, and

so on. The Pears have a white enameled iron plate bearing a blue disk with Pears' Soap in white letters on every archway support on both sides of every mile of underground railway in London. One can travel an hour and have those interminable blue disks continually floating by him. It must require many thousands.

Every omnibus in London has a transparency about 3x12 inches finely lithographed with a different advertisement in bright colors on oiled paper, pasted across the top of each window. Pears started with "Good morning! have you used Pears' Soap?" but soon another firm of manufacturers took the next window with "Yes, but I have found *Cleaver's* to be the best. Good evening."

Probably the most ingenious advertisers in the way of startlers are the hordes of penny (two cents) and half-penny weekly papers which subsist entirely on scissors, paste pot and American exchanges, but have enormous circulations all over Great Britain. One of them last year gave a guessing competition, the winner of which is supposed to receive a pound (£5) a week for life.

Another lately advertised for all its matrimonially inclined male and female subscribers to send their photographs and personal descriptions from which, in all confidence, they would select the most pretty, refined and agreeable young lady, giving her in turn the choice of the young men whom she should select from the material on hand and who on investigation proved to be possessed of corresponding qualities. The publisher then proposed to pay for the bride's trousseau, the groom's outfit, pay the wedding expenses and give them a thousand dollars to start life on. The lady has been found and is at present engaged in sorting over the several thousand photos of male candidates received.

Every one of the class of papers I have mentioned, when signed and carried in the pocket, constitutes a railway life policy during the current week of its issue for from 200 to 1,000 pounds.

A common English dodge is for a fancy goods firm to advertise that any one forming two complete words from "Boogdoy" (or some such gibberish), and sending correct answer accompanied by stamps will receive a valuable package of goods. Of course five

thousand individuals send in "Good boy" and receive a catalogue and a few common samples.

Among mechanical devices there are one or two clever things about town. On both right and left platforms of all the underground stations is placed up against the wall a long board, painted white, before which is held by a curved armature a box containing six small stereopticons in a row. These are lighted with gas and have revolving within glass disks each containing a dozen circular advertisements moved by clock work. The apparatus only requires to be lighted and wound up for the evening. In spite of its ingenuity there is no taste or skill displayed in getting up the advertisements, so that it is scarcely ever looked at now that people are used to seeing it.

I have seen in an Aldersgate street restaurant window a contrivance lettered "Try our home-made pies" in slender glass tubing, actually unbroken, but passed in and out of perforations in the wooden background. By means of a little turbine and lever escapement operated by mechanism, alternate globules of air and the spirits of wine colored red are made to pass through it all day from right to left.

An electrical sign on a new principle is to be seen over several notable resorts in London, the secret of which is strictly guarded. Of the letters forming a name—first all are colored red and then changing to blue, then to yellow, then the letters become each a different one of these colors until each have been in turn red, blue and yellow, when all return to red and go through the same procession again.

In Regent street, near Oxford circus, the long-haired sisters scheme is being worked to advertise "Koko" (whatever that is) for the hair, with great success.

A prominent Regent street furrier entertained crowds during the holiday season by a cage of live bears in his window.

The Prince of Wales is a notoriously natty man, while his uncle, the Duke of Cambridge, is a gouty old curmudgeon who appears on parade as Commander-in-Chief of the British forces, with a big alpaca umbrella. A manufacturer of a new and excessively light umbrella has seized upon this fact to lithograph the Prince presenting his uncle with one of the new specialty

and urging him to throw his old "gamp" away.

British tea dealers have been racking Oriental lexicons for the most fearful native names possible for Indian and Ceylon teas. Up to last month every pound of tea sold in London had a name like "Chandermagoor," "Oopack" or "Maharajah." A bright tea man flooded the papers and walls with—"No jawbreaking names but good teas at ———."

A young lady thrown on her own resources and utterly unknown started a glove shop in Regent street a year ago. She put three pretty glove stitchers in peasant costume in her window and the card "A pair of gloves made to measure in one hour," and to-day her business is one of the best small enterprises in the street.

Many London retailers furnish their customers with special cards saying that at their presentation by a stranger, signed by the original customer, ten or fifteen per cent discount will be allowed. As regular customers are always, as soon as they become familiar, allowed this discount by the small retail shops, it is considered a great help to the recommendation system so much in vogue here. But "one price" never was a glaring European virtue although the best houses practice it.

A prominent Strand tailor meets every special season with a characteristic window display bearing upon it. In the autumn piles of heavy Scotch tweeds and sporting fabrics are interspersed with stuffed game birds, handsome new sporting guns, game bags, and the bottom of the window filled with Scotch heather. In cold weather he puts a sheet of glass in the bottom of the window to represent ice surrounded by cotton snow and piles of plaster of paris snow-balls, and stands against piles of winter fabrics "golf" and "hockey" sticks, and puts around a few pairs of club skates, and has his prices lettered on silver frosted cards.

The proprietors of Brooke's Soap call it the "Monkey brand," which permits them as many novel pictorial advertisements as that agile beast is capable of grotesque evolutions. Their soap is solely for scouring purposes; their great catch line is "Won't wash clothes." A characteristic "ad." of theirs:

It won't wash clothes.
It will spoil silk.

It will ruin delicate fabrics.
It is no use for the bath.

BUT

For scouring wood and metal
It is the best soap in existence.

The list of negatives given is a telling parody on the universal claims of other saponaceous compounds. The idea ought to benefit any good specialty.
—*Frank C. Higgins, in the American Advertiser.*

A NEW FORCE NOTED IN ADVERTISING.

By Desmond Dunne.

The Athenian town crier, the Chinese tom-tom, modern ink and paper, are one in purpose, merely differing in method, any one of which wisely employed does effective work and pays the doer.

Able contributors to PRINTERS' INK have told so well and so often what this wisdom consists of (briefly—a knowledge of mediums, a knowledge of rates, a knowledge of constituencies sought, striking type and arrangement of same, confidence in one's goods, a common sense regard for truth-telling, that "telling" told with marked knack and ease, and so on into the scores of points) that it hardly needs to be enlarged on by me here.

However, one advantage, and a startlingly great one it seems to me, that accrues to the advertiser over and above what might be legitimately looked for, has thus far escaped the argus mind of the merchant who advertises and been left unnoted by the keenest of advertisement writers, namely: the tonic-like effect snappy advertisements have upon the salespeople of an establishment; they key the salesman's ambition up to an exhilarating pitch, cause talk among them, serve as a silent reminder that they are in a gingery firm, awakes them to a conviction that big things are expected from them, drag out of the men all that peculiar something merchants so universally feel they can neither coax nor buy from help—energy!

MR. PRINTERS' INK, isn't an "advertisement writers' club" in order?

THE seven canons of the fine art of advertising, "the seven lamps of publicity," are seen to be: Simplicity, news quality, originality, individuality, iteration, sincerity and naturalness.—*Philadelphia Ledger.*

AN ADVERTISEMENT OF AN ENGLISH MUSIC HALL.

Letter to the New York Sun.

Barnum himself could envy the way the London music halls advertise themselves. Here is an example. It refers to a music hall which opened last evening in one of the metropolitan suburbs:

XXXXXXXXXXXXX
 X cause us
 X tolling the
 X cellence of our
 X ceptionally
 X quisite and
 X hilarating
 X hibits, as we don't
 X tort
 X orbitant
 X ea, thereby
 X hausting or
 X terminating your
 X chequer, for

Popular Prices Prevail at the Booming, Blooming,

Belmont's New Sebright Wholesome Amusement Temple, Hackney Road, N. E., where that Distracted, Demented, Insensate, Dapt, Unhinged, Corybantic, Phrenetic, Hyp-pish, Reasonle, Phrenzied, Moonstruck, In-coherent, Baking, Shark, Staring, Bereft of Reason, Distraught, Imbecile, Lunatic, Ad-dleheaded, Crackbrained, Scatterbrained and Shattered sort of a Sketch, entitled Touched, will, for many reasons under a cloud, having lost its balance, be played by Keegan & Elvin's Crack Co.

First time here of Clara Bell, strong singer; Harry Walton, comic; Daultry, Higgins, and Selina Seaforth, in a Scragging sketch; Lizzie Summers, serio; Pat Dracot, Cork's comic; Foreman & Fanning, funny fellows from Fin-lay; McLaughlin and Nacey, duettists; & that Exciting, Spirit-Stirring, Thrilling Heart-Swelling, Overpowering, Startling, Romantic, Trembling, Alive, Expanding, Fiery, Red Hot, Touching, Interesting, Imbue the Soul, Tormenting, Stir the Feelings, Touch the Heart, Spirit up, Stir up, Work up, Rake up, and Rip up sort of a Sketch, entitled, "The Silent Witness," superlatively supported by those Splendid Sons of the Sock, Syms and Steadman, and ably assisted by amicable Ada Morgan. Commencing 6:30 and 9:15 p. m. All Acts Arranged to Amuse All Ages, from its Toddlng Tot to its gray-haired grand-parents.

The man who tries to advertise
 With printer's ink consistent,
 One word must learn, nor from it turn,
 And that one word's persistent.

—A. Bennett.

WANTS.

Advertisements under this head 50 cents a line

NAMES and addresses wanted of good men to sell Fruit and Ornamental Stock. E. B. RICHARDSON & Co., Nurserymen, Geneva, N. Y.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publisher of PRINTERS' INK, 10 Spruce St., New York.

A BRIGHT, energetic man, with experience, can have situation as reporter. Must be strictly temperate and a hustler. Address with references, Daily Leader, Gloversville, N. Y.

WANTED—A Business Manager for a daily newspaper in the South. Must thoroughly understand the best manner of conducting the same. Must be sober, energetic, and of pleasant address. Salary, \$1,000.00. References required. Address "S. B. M.," care PRINTERS' INK.

CANVASSER WANTED to procure subscriptions for medical books in this city. Must be an experienced and first-class man in every particular. A gentleman in appearance as well as character. Apply to WILLIAM WOOD & CO., 56 and 58 Lafayette Place.

TO a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1383, Denver, Colo.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

Advertisements under this head 50 cents a line

BIG PREMIUMS TO INCREASE PROFITS. EMPIRE PUB. CO., 66 Duane St., N. Y.

BISHOP'S "Practical Printer" now ready; 200 pp., \$1. H. G. BISHOP, Oneonta, N. Y.

FOR SALE—SIX MONTHS' PROFITS will pay for the R. R. RECORD, journal and printing establishment. Address A. L. HARRIS, Atlanta, Ga.

MOSES TRADDLES—A book of poems. The papers call it humorous, pathetic, comic, lively, clever and readable. Copy mailed for 70 cents. TRADDLES CO., Cincinnati, Ohio.

WILL PAY COST IN ONE YEAR. Growing and profitable paper in an important town South. Small price. Owner must leave soon. Add. "BARGAIN," care PRINTERS' INK.

PAPER partly or wholly printed, make-up using stories, miscellany, news, ads, locals, etc., as you order. Daily, weekly or occasional issues. Union Ptg. Co., 15 Vandewater St., N. Y.

NEWSPAPER FOR SALE.—A live, energetic newspaper man with not less than \$2,000 cash can secure a good daily and weekly paper in a progressive, wide-awake New England town. Address Box 461, New Haven, Conn.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

MEXICAN HACIENDAS.—Names and addresses of 5,000 plantation owners and business men in Mexico and Central America, with instructions for transacting export business. The most valuable list ever prepared. Prices reasonable. T. J. SMITH & CO., Cincinnati, O.

FOR SALE—A successfully established and paying literary magazine—only one in the South—with plant complete in every particular. Just the thing to combine with a Northern publication. Will sell either with or without plant. Terms, cash. Address—"SOUTH," this office.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

HALF INTEREST in Stationery and Job Printing Department of the CAPITAL CITY COURIER (a society journal) for sale. Established 1885, and does mostly society and fine commercial work. Can show a good thing. Address, stating age, experience, &c., L. WESSEL, Jr., Lincoln, Neb.

WHAT IS SAID OF "PRINTERS' INK."

We think that if the publishers of Portland would unite and have a copy of PRINTERS' INK sent to the principal business men of the city for a year, the advertising space used would be doubled before the year's subscription expired. This is a conscientious opinion freely given, of a deserving publication, which the writer reads with profit each week.—*Herald, Portland, Me.*

A few years ago we picked up a little publication called PRINTERS' INK. We observed that it had a few funny paragraphs, some nicely displayed advertisements, and a few general hints about advertising. This little publication has not only grown immensely in circulation and influence among advertisers, but has so grown upon us that we look for its weekly appearance with as much anxiety as does the sentimental young lady for her magazine or story paper.—*Progress, Augusta, Ga.*

PRINTERS' INK—the Koch lymph for consumptive business. Its method of treatment is judicious injections of wholesome advertising.—*Star, Hastings, Ont.*

All who aspire to write an artistic advertisement will not succeed, but with the kindly aid of PRINTERS' INK good amateur work is within the reach of all.—*Carroll County Record, Carrollton, Mo.*

It is the Great Brain Food for Advertisers.—*North Side News, Cincinnati, O.*

The advent of PRINTERS' INK, a journalistic enterprise that was regarded as something of an experiment, has done much to signalize the new era. It marked, if it did not create, an epoch.—*Daily Pioneer, Mandan, N. D.*

It is one of the few publications whose advertising pages are as readable as the others.—*Budget, Merrimac, Mass.*

We easily recognize among our advertisers the man who is a subscriber to this journal (PRINTERS' INK), and we as easily see that with him "advertising pays."—*Evening News, Salina, Kan.*

It is not a newspaper to be read, but a text-book to be studied by busy people.—*Herald, Three Rivers, Mich.*

Every line is readable—full of business.—*News, Burlington, N. C.*

As a guide and instructor for advertisers, newspaper publishers and all others connected in any way, manner or form with the printing business, Rowell & Co's "Little Magnet" fills the bill exactly, and it really goes beyond our comprehension how anybody can get along without it.—*Der Correspondent, Muscatine, Ia.*

The hints and suggestions to advertisers form, of course, the leading features of the journal, but to many the advertisements are fully as interesting. They are neat in form, attractive in appearance, and models of the typographer's art.—*Morning Telegram, Plattsburgh, N. Y.*

This firm has been engaged in the advertising business for over twenty-five years, and the experience thus gained has enabled them to step to the front, to reach the top round, the first jump, and make PRINTERS' INK indispensable to all advertisers.—*Republican, Clark, Mo.*

PRINTERS' INK is in touch with the times; it means business for you; it is handsomely printed, skillfully edited, and full of attractions.—*Glendale Monitor, Glendale, Ohio.*

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

10³³⁴

A LLEN'S.

A GENTS' GUIDE.

20TH CENTURY.

A LLEN'S MILLION.

N. Y. Argosy, 114,000 w.

A LLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

THE MEDICAL WORLD (Philadelphia).

BAPTIST AND HERALD, Dallas, Texas.

L EVEY'S INKS are the best. New York.

S UNBREAM, Seligman, Mo. 1 in., 24 in., 34 in.

A GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

R EPUBLICAN, DAILY AND WEEKLY, McPherson, Kansas.

T HE GRAPHIC, Chicago, "the great Western illustrated weekly."

T HE GRAPHIC, Chicago—Most value at least cost to advertisers.

B RIGTH, clean and reliable is the SAN FRANCISCO BULLETIN.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

A GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

SAN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

L ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

P ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

M OST "Wants" most circulation, most adv's. SAN FRANCISCO CALL leads.

T HE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

H IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

55.063 D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

H IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

L OUISVILLE COMMERCIAL—Largest circulation of any Louisville Morning Daily.

P ATENTS for Inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

D AILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

BAPTIST AND HERALD, Dallas, Texas. 25,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

1 INCH, 1 time, \$1. "Just for Fun." 30,000 circ. guaranteed. Out April 15th, 629 page, \$12. South Pub. Co., Washington, D. C.

COLLECTIONS EVERYWHERE. Will get there. References in your place. Address GEO. B. CHAMBERLIN, La Fayette, Ind.

TYPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

THE CONNECTICUT GUARDSMAN, Waterbury, Conn., circulates in 30 States. The best National Guard paper published. Rates liberal. Write.

FAMILY ICE MACHINES.—Ice, etc., in a few minutes. Price, \$10 to \$185. Rights for sale by States. L. DERMIGNY, 126 West 25th St., New York.

YOU can own and run a local illustrated paper at a PROFIT. We will tell you how. **PICTORIAL WEEKLIES COMPANY,** 28 West 23d St., N. Y. City.

JUST for Fun. New humorous weekly, 20,000 circ. Send ad. for list No. before Apr. 10. Inch, \$1; 8th col., \$6.50; 6x9 page, \$12. Order through Rowell.

2,500,000 ISSUED in 1891. Send for sample copy and advertising rates for 1892. **GRIER'S ALMANAC.** J. W. BURKE & CO., Macon, Ga.

TEXAS BAPTIST and HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

COLUMBUS, Ohio.—**THE OHIO STATE JOURNAL,** Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

10 X34 is the size of the signs in the cars of the Elevated Railway, New York. For full information in regard to advertising in cars or on stations send to C. N. HARDING, 132 Nassau St., N. Y. City.

THE WEEKLY WITNESS, New York City, is one of the 48 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

THE SCHOOL JOURNAL, weekly (circulation 18,000), and **TEACHERS' INSTITUTE,** monthly (circulation 47,000), reach a large proportion of 300,000 teachers and school officers. Circulation proved. New York.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

!!!! IN FAVOR of Dr. BRONSON'S COMPOUND PEPsin TROCHES for Dyspepsia. Cheap, convenient, harmless, pleasant, efficient. Price 25c. by mail. **BRONSON'S CHEM. CO.,** Providence, R. I.

FASHION and FANCY, published at St. Louis, Mo., is one of a select list of household and fashion magazines recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

IS the CHARACTER of the medium of any consequence to the advertiser? THE LANDMARK, Statesville, N. C., weekly, stands confessedly at the head of the North Carolina press, and the people believe what they read in it.

WHY not advertise your goods to the medical profession? There is no better class of buyers. Write to **THE MEDICAL WORLD,** Philadelphia, for proof of largest circulation and best medium to reach the physicians of all parts of this country.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$32; 3 lines will cost \$78; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

PAPER DEALERS.—M. Plummer & Co., 181 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK.**

EXCHANGE—Will exchange a paying, weekly, well-equipped office in a good town in Northern Penna. for printing material—body and ad. type or a power press—to the amount equivalent to value of said office. J. K. SMITH & BRO., Monroeton, Pa.

OI.—Because I think it's lucky to meet a one-armed man, people say I'm superstitious. What an idea! I furnish ideas for designers, lithographers, advertisers and newspaper illustrations. Address **JAMES HANERTY,** care Nat'l Builder, Chicago, Ill.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK.** Address: **GEO. P. ROWELL & CO.,** Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the **American Newspaper Directory**: a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.,** Newspaper Advertising Agents, 10 Spruce St., New York.

\$1,000.00 FOR AN EDITORIAL NOTICE.—Every man who controls a newspaper will do well to read the offer printed in the issue of **PRINTERS' INK** for February 4th. Circular with full particulars sent on application to **GEO. P. ROWELL & CO.,** Publishers, 10 Spruce St., New York.

THE HARTFORD TIMES, ten pages, Hartford, Saturday, Feb. 21, 1891. Average circulation of the **DAILY TIMES,** this week, 11,505, the largest in New England outside of Boston and Providence. Rates for advertising less than one cent per line per thousand circulation. Be sure the **TIMES** is on your list. Send for estimate.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE BULLETIN,** Daily and Weekly, is named for Norwich.

THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. *It shows its prosperity on its face.* Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY,** Birmingham, Alabama.

WHEN such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pills, Pears' Soap, J. S. Johnson & Co., Pozzoni, Pope Bicycle Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson Co., patronize **THE ARGOSY,** an average of over \$1,000 each, by the year and renew, is it not the best evidence of their appreciation of it as an advertising medium?

OVER 300,000 READERS OF PRINTERS' INK.

For the purpose of bringing PRINTERS' INK to the attention of all classes of business men, arrangements have been made to send sample copies at the rate of 20,000 a week until the following lists have been addressed.

In every sample copy sent there will be folded a subscription blank.

For the next three months the circulation of PRINTERS' INK is certain to be more than 40,000 copies, and likely to be less than 50,000 copies, each issue.

The entire circulation is among advertisers, or people who ought to be advertisers.

Incorporated 1885.
RAPID ADDRESSING MACHINE COMPANY,
57, 59 & 61 Park Street.
Trade Lists Compiled from R. G. Dun &
Co's Reference Book.
NEW YORK, Jan. 16, 1891.

Messrs. G. P. Rowell & Co.,
New York City.

GENTLEMEN—We respectfully submit to you the number in our trade lists as requested by you.

Architects.....	3,000
Agricultural Implements.....	13,964
Boiler Makers.....	553
Brewers.....	2,316
Books and Stationers.....	7,300
Boots and Shoes.....	20,210
Car, Ship and Bridge Builders.....	10,109
Confectioners and Bakers.....	1,520

Carriage Makers.....	16,914
Crockery Dealers.....	3,480
Clothiers.....	10,719
Dry Goods.....	13,419
Drugs, rated K and up.....	17,709
Distillers.....	1,380
Engineers and Contractors.....	5,240
Grocers.....	43,435
Men's Furnishing.....	9,586
Hardware.....	12,382
Jewelers.....	20,381
Shirt Manufacturers.....	800
From Insurance Agents.....	22,300
Furniture.....	7,200
Machinery.....	6,400
Men Who Think.....	10,000
Tobacco and Cigars.....	1,000
Investors.....	15,000
Board of Trade.....	32,000

307,517

Will address your Wrappers, 20,000
per week.....at \$2.00 per M
Wrap and Mail....." 1.00 "
\$3.00

Yours truly,

F. D. HELENAP,
Rapid Addressing Co., 314 Broadway, N. Y.

NEW YORK, January 16, 1891.

Rapid Addressing Co.,
314 Broadway, New York City.

GENTLEMEN—We have your favor of even date.

Please go ahead with the work of addressing wrappers for us to the trade lists named by you—307,517 names; to be delivered in lots of 20,000 each, one lot each week until the lot is finished; the first lot to be delivered on the 24th inst. Very respectfully,

GEO. P. ROWELL & Co.

Advertising rates in PRINTERS' INK are 50 cents a line, or \$100 a page, each issue.



TRADE MARKS, LETTER-
HEADS, BRANDS, EMBLEMS,
etc., carefully designed. ORIGINAL, BRIGHT and BUSINESS.
The best firms in the country use my work. Correspondence solicited from those wanting special ability. Address
JOHN W. BARWELL,
639 Park Ave., Chicago, Ill.

JOHN W. BARWELL,
CHICAGO

639 Park Ave
Chicago Feb 27/91

Messrs Geo P Rowell & Co

Spence St New York

Gentlemen

I am getting more replies from my
advertisements in "Printers Ink" than I can
attend to. and as I am considerably behind
with my work. would ask you not to insert
it again until I get caught up. when I
will write you

Yours truly
John W Barwell



THE KEYSTONE

Holds the perfect arch in place.

A good advertisement is the keystone upon which depends the stability of the arch of advertising. We get up effective newspaper advertisements for advertisers, and furnish them with electrotypes plates ready to print from.

Money expended in getting started right is money judiciously expended.



GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MARCH 18, 1891.

It is the inexperienced advertiser usually who supposes that the art of placing advertising rests simply in offering a price very much below schedule rates. A publisher who is offered too little is sometimes incensed and demands too much. The art in placing advertisements consists in avoiding these extremes.

AN advertisement inserted once where it is sure to be seen is worth more than the same advertisement inserted one hundred times where it is sure not to be seen. Make your advertisement bold, and put it where people will see it, and if you cannot afford to have it inserted a dozen times, let it appear once. When the profits come in, you can put it in again.

THE suggestion made in another column by Mr. Desmond Dunne, advertising manager for Wechsler & Abraham, in regard to forming an advertisement writers' club, is likely to attract attention from other members of the guild. At present, the only other organization of the kind in the field is the Business Writers' Association; but as this only meets semi-annually, and is understood to be essentially a Western organization, it does not interfere with the proposed idea. In and around New York are a good many bright men whose business is writing advertisements, and they would no doubt welcome an opportunity to meet and become acquainted with others in the same profession.

THERE is a reason why a business that has been built up by advertising cannot afford to stop or change its tactics. The class of trade that has been secured is the kind that is influenced by advertising, and he who would hold it must continue using the same means.

HERE is a Massachusetts "want":

A YOUNG LADY WANTED competent to edit letters and advertisements; one whose skirts do not trail in the streets, has no birds or feathers in her hat, but humane generally. Red hair, freckles, humpback (slightly) no objection, but must be good and sensible. Address N. G. W., Transcript office.

When this individual gets to "editing advertisements" something may be expected to drop. *

APROPOS of the Hon. Thos. B. Reed's remarks on advertising made at the dinner of the Federal Club, the New York *Sun* says: "Modesty is out of place in an advertiser. His business is to recommend his goods and to put his advertisement of them in the most alluring and convincing form that occurs to him. If he habitually exaggerates, his customers will find him out in time, and will cease to be attracted by his advertisements; but habitual understatement is not required of him." Is not here the entire *morale* of the profession in a nutshell?

THE "live men" of the country are the advertisers, and an advertisement which in any way appeals to them or their wants, either in a business capacity or otherwise, is sure to obtain more than an ordinary degree of attention. PRINTERS' INK goes to forty thousand such men every week. "If I had *anything* which would interest them, I should expect from an advertisement in PRINTERS' INK unusually large returns." So said recently, to one of our staff, a gentleman of great experience and the head of a large financial institution in this city. This is why advertisements of a somewhat general character occasionally find their way into our columns. We don't seek them; but it is gratifying as well as surprising to note how satisfied customers of this class appear to be with the result.

THE relation between politics and advertising suggests itself as a subject for comment in connection with the candidacy of Lieutenant-Governor Jones—better known as "Jones of Bingham-

ton"—for the Governorship of New York State. Mr. Jones is rarely mentioned in the newspapers without some reference to the business he has so successfully advertised and his peculiar catch-phrase, "Jones, He Pays the Freight." It is true that the advertiser who comes into political prominence is a favorite mark for the shafts of the humorous paragrapher; but at the same time the conspicuousness which his newspaper advertisements have given him help his chances for political success, while his individual prominence reacts in a helpful way upon his business interests. If the advertiser does not succeed with his political aspirations, he can find consolation in the large number of free reading notices which have been generously given him by the newspapers. Incidentally, the value of a good catch-phrase makes itself felt. What fun the newspapers would have if the proprietor of such a unique phrase as "He won't be happy 'till he gets it," or "You press the button, we do the rest," should become a candidate for public office!

THE DIFFERENCE BETWEEN SAY- ING AND DOING THINGS.

A young man entered our office a few days ago, and asked if we could give him employment a few evenings each month in writing business editorials for us. He said he was employed by several large clothing firms in New York to write advertisements for the newspapers, and he thought he just about understood the business from A to Z.

The editor of our "Points and Pointers" column happened to be very busy preparing a belated article on the "Adulteration of Moth Foods" for the *Scientific American*, and, welcoming the possibility of temporary relief from the arduous work connected with this column, he told the young man to sail in and see what he could do for his country.

He sailed in and produced one article, a part of which we have determined to print. We wish to say that the young gentleman is not now in our employ; but those of our readers who like his style will find his work in the advertising columns of the New York papers all through the spring months.

Following are extracts from the article referred to:

"Great Slaughter! We shall offer for the next thirty days our entire stock of Clothing at from seventy-five to one hundred per cent less than the actual cost of raw wool.

"To particularize, we mention 22,000 pairs Men's All Wool Trousers at \$1.67 per pair. Former price, \$12.00. 17,960 pairs Boys' Short Pants at 35 cents, or three pairs for \$1.00. Former price, \$3.00 per pair.

"9,000 Black Diagonal Double Breasted Prince Albert Coats and Vests at \$3.20. Former price, \$17.00.

"And everything in proportion!

"Talk about selling Clothing! This will be the most tremendous sell on record.

"How can we afford to do it? Because, we are the largest manufacturers of Clothing on earth. To give you an idea of our immensity: We consumed in the year 1890 over one quadrillion of Buttons. Over one billion of Brass Buttons. For 1891 it will take the combined output of three foundries to produce the brass required to run our business.

"If all the silk thread, used in our fifty-two factories in one year, were twisted into a rope one inch in diameter, it would then reach twice around the world, and leave enough over to supply all the other clothing factories in the United States until 1897.

"Buy at headquarters!

"Remember, this sale will positively close at the expiration of thirty days. After that the stocks imported since the passage of the *McKinley Bill* will be in the market, and prices will be higher than they have been for years."

We publish this for two reasons. First, because the March number of the *Monthly* ought to contain something blustering and windy; and, second, because we want to show you how easy it is to say things. It doesn't cost this brilliant writer any more time or trouble to get up his sensational advertisements than it does us to state sober facts which we are able to prove.—*Smith, Gray & Co's Monthly*.

IN large and ever-growing communities wants of one kind or another are perennial, and advertising columns are a bureau of information never to be closed.—*Philadelphia Ledger*.

Miscellanies.

A newspaper wrapper is a sort of coat of mail.—*Light*.

"This is no laughing matter," said the author, when the editor handed him back his jokes.—*Texas Siftings*.

How the Air Ship Goes.—The Illinois air ship made a very successful trip from Mount Carmel to Chicago. It was carried on a way freight.—*Washington Post*.

A Waste of Raw Material.—Othello: The death of Miss Stajelevator was very widely discussed in the newspapers.

Iago—Yes; it's a great pity she isn't alive to profit by the advertising.—*Puck*.

An exchange says that "Chicago has put her foot into the World's Fair." This must be an error. Up to the hour of going to press there was not enough of the World's Fair to hold a Chicago foot.—*Norristown Herald*.

"I write for the *Century Magazine* now," said Scribulus.

"Ah!" replied Pennibs, admiringly. "Regularly?"

"Yes; every six months. You see, I only subscribe for a half-year at a time."—*Life*.

A pretty girl in an Iowa town ran away from home to avoid practicing on the piano. She must be a queer girl. It is generally the other members of the family who want to run away from home to avoid hearing the girl practicing on the piano.—*Norristown Herald*.

It's All Right If He Sent Stamps.—Humorist: I've been looking for the article I wrote the other day on Harlem Goats. I wanted *The Agriculturist's Almanac* to have that, and I believe I sent it off to *Puck*.

Humorist's Wife—Well, you'll have to wait now, dear, till it comes back.—*Puck*.

No Testimonial.—Advertising Agent: Your pardon for intruding, madam, but I understand that you have been sick, and are now perfectly well, and that during your illness six bottles of Dr. Curen's Elixir was bought at the corner drug store.

Madam—Yes. The nurse who came to take care of me got sick, and ordered the bottles for herself. I did not take any of it.

"Humph! Can I see her?"

"She's dead."—*New York Weekly*.

Couldn't Work Both Ways.—Patent Medicine Proprietor: I'm very sorry you can't give us a testimonial for our Anti-Fat. We're willing to pay well, but I suppose you are opposed to recommending anything.

Popular Minister—It isn't that, my dear sir. The trouble is that you are just a little too late. This very morning I wrote a testimonial for another man's Anti-Lean.—*Brooklyn Life*.

A Journalistic Boomerang.—"The polls are now open in this office for a citizens' vote to determine who is the biggest liar in this town. No public-spirited citizen will neglect the duty to vote."—*Arizona Bluff-sheet*.

THE BALLOT:

Editor Bluffsheet..... 2,994

Scattered..... 3

Total..... 3,001

—*Puck*.

An exchange demands: "How shall we prevent cider from working?"

Might get it a Government position.—*Ex*.

Learned men tell us that in Latin the word editor means "to eat." In the United States it means to scratch around like blazes to get something to eat.—*Ex*.

A Necessary Qualification.—Cumso: I think I will become a professional literary critic.

Fangle—You can't! You have not got the dyspepsia.—*Brooklyn Life*.

Sharp—What are you doing now in the literary line?

Drowse—I'm writing an essay on Imbecility.

Sharp—Autobiographical?—*Brooklyn Life*.

Enterprising Advertising Agent—This is the first good rock I've found to paint on since I arrived.

The Good Rock (an elephant, rolling over)—Say, young fellow, that tickles!—*Wheeling (W. Va.) Intelligencer*.

Inconsistency.—Poet: You said the other day in your paper that poverty is not a crime.

Editor—Well?

Poet—And yet you decline my verses simply because you say they are poor.—*Puck*.

A magazine writer says he has no fear of death. So long as he takes the precaution to send his manuscripts by mail instead of submitting them in person his life is safe enough, no matter how much the editor may thirst for his blood.—*Norristown Herald*.

Not That Kind.—Athlete: I tell you it pays to advertise; I wanted a little training down recently, and inserted an ad. for a coach.

Diggs—Did you get one?

Athlete—No; but I got forty-nine hackmen.—*Puck*.

A High Stand.—"Mr. Astor has literary aspirations, has he not?"

"Yes; as a poet he is inconsiderable; as a novelist he is very clever; but his best and most profitable writing is in the form of a cheque, in which respect he surpasses Dickens, Thackeray, Poe, or even Shakespeare."—*Brooklyn Life*.

Editorial Musings.—Rural Editor (meditatively): How seldom we know what is best for us. Here I've been pitching into the Interstate Commerce law for sixteen months. Heaven forgive me!

Assistant—Eh?

"I should have been on that train which plunged into that open switch last night if kind Providence, in His inscrutable wisdom, had not saved me. I could not get a pass."—*Street & Smith's Good News*.

Better Paying Business.—Medium (during the seance in the rooms of the Authors' Club): Now, ladies and gentlemen, at your request I have materialized the spirits of a number of famous authors; if there is still another you would like to behold, please mention the name.

Wild Looking Novelist—I'd like to see the spirit of the "Author of Dora Thorne."

Medium (ten minutes later): It is no use, ladies and gentlemen, I cannot materialize her. She says she is kept too busy writing her posthumous books to come out.—*Brooklyn Life*.

FRAZER AXLE Best in the World! Get the Genuine! Sold Everywhere! GREASE



* * * We can cordially say that we regard the Kellogg Lists as the very best medium we can employ.

FRAZER LUBRICATOR CO.

CHICAGO, June 3, 1890.

ORGANS Pianos \$35 up. Catalogue FREE.
Dan'l F. Beatty, Wash'ton, N. J.

WOOD ENGRAVING PETRI & PELS
CAPITOL BUILDING, NEW YORK

REAM'S POSITIVE Hair Grower
is positive. Write REAM'S
MED. CO., South Bend, Ind.

SMITH MAKES ENVELOPES.
Send for C. W. R. SMITH.
Prices. 31 S. 6th St., Phila.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIATION, Columbus, O.

Your Lithos in 45 Illinois Central R.R.
suburban waiting rooms
are seen daily by 100,000 Chicago's best res-
idents. Cost only \$180.00 per year. B. F. DEACON,
708 Temple Court, Chicago.

"I Write Ads's" for general
advertisers. Pamphlets.
Circulars, Letters. "Rates reasonably high."
GEO. W. ELLIOTT, Rochester, N. Y.

To Advertisement Writers.
A new and pleasing field to cover.
A set of telling advertisements wanted.
Lock Box No. 1, P. O. Baltimore, Md.

**The United States Corporation Bu-
reau**, 122 La Salle St., Chicago, reports every
corporation in the United States. Publishers
of the *National Corporation Reporter*. A
pioneer enterprise. Try it.

BEAUTIFY Plant Fine Trees, Shrubs,
Roses, Fruits, etc. Get the finest
improved sorts, true to name.
Catalogue with superb Rose
plate, 10c.
J. EUGENE WHITNEY,
Rochester, N. Y.

YOUR **GROUND** No inferior stock.

Do Not Copy This, 7, 14, 21, 28

These are the publication days for MARCH
of the NATIONAL CORPORATION REPORTER, 122
La Salle St., Chicago. THE ONLY publica-
tion of the kind in the world.

4, 11, 18, 25, April Publication Days.

ACTIVE, INTELLIGENT MEN,
WHO WOULD LIKE

To Start a Newspaper

In their own locality may combine it with
their present occupation, and do so without
any capital. Special inducements offered.
Address "NEWSPAPER," PRINTERS' INK.

103.723 NAMES of wives of promi-
nent citizens in 28 States.
New, accurate, neatly gotten up. The best
list on the market.

524.969 NAMES of FARMERS in
New York, Penn'a and 12
Western States. Sheets can be used in a
mail. Very cheap. For sample sheets of
the above and prices, address ALFRED A.
HORN, Publisher, 6 Clinton Place, N. Y. City.

Advertisements WRITTEN

For newspapers or magazines; original de-
signs and illustrations furnished. *Primers*,
such as merchants and manufacturers use to
help sell specialties; *Trade Circulars* and
Spring Announcements—I write, print and
get them up in handsome styles. Sample
primers with full details free.

A. L. TEELE, Writer of Advertis-
ing, 55 W. 33rd St., New York.

B. L. CRANS ADVERTISING

I am offering a one inch advertisement
one week in 1,300 good local news-
papers for \$93, less than 8 cents a
week per paper. It will pay you to
write me.

ILLUSTRATED ADVERTISEMENTS,

THE WHOLE THING COMPLETE.

Idea, Writing and Drawing. I make them
for Pearline, Dr. Pierce, Chicago Corset Co.,
and others.

F. CROSBY, 822 BROADWAY, N. Y.

**PUBLISHERS
DESIRING BICYCLES**
for themselves, employees, or
FOR USE AS PREMIUMS
can secure same at lowest rates and pay part
in advertising from ROUSE, HAZARD,
& CO., 2 X St., Peoria, Ill.

INVALUABLE

For traveling men, "GIBB'S ROUTE AND
REFERENCE BOOK" of the United States
and Canada. Specimen pages sent free to
any address.

GIBB BROS. & MORAN, New York.

Books

New Issues
every week
Catalogue
132 pages

free. Not sold by Dealers; prices
too low. Buy of the Publisher,
John B. Alden, 303 Pearl St., New York

A CHICAGO IDEA.

The
National
Corporation
Reporter,
Chicago.

Specimen
Copies,
10 cents.

On March 28, 1890.
Will publish an alphabet-
ical LIST of advertising
agencies and prominent
advertisers.
Forward NAMES and AD-
DRESSES to secure place.
Application No. 50 will
receive 1/4 page "ad."
GRATIS for 3 months.

Dodd's Advertising Agency, Boston.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.



*Study Law
At Home.*

Take a course in
the Sprague Corre-
spondence School of
Law. Send ten cents
(stamps) for particu-
lars to

W. C. Sprague, L.L.B.
312 Whitney Block,
Detroit, Mich.

FREE Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. free of taxes. Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 28 years' residence in Texas. Another similar bank now organizing, stock par—\$50 and upward, sold. Circulars, statements, maps free. JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.

THERE are more Scandinavians in the North West than in Sweden and Norway combined. I have just contracted for 400 lines every issue in J. L. Stack & Co.'s list of 60 weekly Scandinavian papers. This shows our appreciation of their list. R. W. SEARS & Co., Minneapolis, Minn.

To reach Swedes and Norwegians, address J. L. STACK & CO., Newspaper Advertising, St. Paul, Minn.

MUFFED. Our National Game Clover" left to rust, while people go wild over the most ingenious puzzle ever invented. Put up in attractive and durable styles; sells as fast as you can hand them out. This entirely new puzzle pronounced unequalled. Our old agents are just coining money with it. This is the first newspaper announcement of this invention. Agents, General Agents, Publishers who use premiums, etc. act promptly, and large profits, *quickly and easily made*, are yours. Sample and terms 35 cents. THOMPSON PUB. CO., M'rs of "Muffed," 225 S. 6th St., Phila., Pa.

VICTORS
MAKE THE PACE
HIGHEST
GRADE
CATALOGUE
FREE



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.
BOSTON WASHINGTON DENVER SAN FRANCISCO

IF YOU ARE THINKING OF
Advertising in England,

we shall be pleased to correspond, to quote, or to advise. We are ready act for numbers of leading American firms. Shall we hear from you?

SMITH'S
Advertising Agency,

132 FLEET ST., E. C.,
LONDON, ENG.

"SUCCESSFUL ADVERTISING"
(11TH EDITION)

is the best guide to British advertising.

Sent prepaid for 50 cents.

MOSES

Dealers who wish copies will be supplied wholesale at the rate of \$6.00 a dozen; expressage collect. Address all communications,

For seventy cents we will mail to any address copy of "Poems, Sketches of Moses Traddles," a book of poems, humorous, pathetic, acceptable.

TRADDLES.

THE TRADDLES CO.,
Cincinnati, Ohio.

**CIRCULARS SAMPLES
PAPERS AND SIGNS**

Handed direct to the people, or mailed up, in Clay, Hamilton, York and Filmore counties, Nebraska. \$2 per 1000.
H. L. Vradenburg, Sutton, Clay Co., Neb.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 269 to 273 George St., Sydney, Australia.



A \$9,000 COTTAGE.
NEW DESIGNS FOR 1891.

My complete list of new publications for 1891 is as follows: In addition to the 25 "classified" designs, each book (except No. 33) contains 15 designs of various costs, making 39 designs in each book. Large views, floor plans and full descriptions are given.

Book No. 19 contains 25 Designs of \$	600 Cottages
" " " " " " "	1,000 Cottages
" " " " " " "	1,500 Cottages
" " " " " " "	2,000 Cottages
" " " " " " "	2,500 Houses
" " " " " " "	3,000 Houses
" " " " " " "	3,500 Houses
" " " " " " "	4,000 Houses
" " " " " " "	4,500 Houses
" " " " " " "	5,000 Houses
" " " " " " "	5,500 Houses
" " " " " " "	6,000 Houses
" " " " " " "	7,500 Houses

Book No. 29 contains 20 Designs of Double Cottages and 20 Designs of Stables.
Book No. 33 contains 25 Designs of Ten Thousand Dollar Houses.

Prices.—One book, \$1; any 4 books, \$3; any 7 books, \$5, full set (15 books), \$10. Mailed, all postage prepaid, on receipt of price. Address

R. W. SHOPPEL, Architect,
63 Broadway, New York.
Mention this paper.

If you wish to reach the
Intelligent, well-to-do people
In Every County of
North America
Place your advertisement in
THE NEW YORK LEDGER

Smoother than Gold
More Durable than Pure Steel

TADELLA

ALLOYED-ZINK

PENS

Is a Better Pen
Worth Trying?

Buy of Your Stationer, or send
10 cts. for Sample Doz.

TADELLA PEN CO.
ST. PAUL, MINN.

ALLEN'S MILLION.

Allen's Lists guarantee and prove over one million circulation each month.

Should less than one million copies be printed and circulated in any month, I agree to make a discount in exact proportion to each advertiser; this has been a standing offer for years, and is unparalleled, no other publisher in America having had sufficient faith in his willingness and ability to perform, to compliment me by imitation.

You can reach about one-fifth of the rural population of the United States through Allen's Lists.

Furthermore, the periodicals of Allen's Lists reach the better classes of the rural masses who subscribe, and who pay good prices, because they want them in their homes—because they are interesting and useful in the family circle. The periodicals of Allen's Lists are never thrown around; few periodicals are circulated with such extreme care.

THE TEST.

Special test ads. were run by a considerable number of the great proprietary houses before making contracts with Allen's Lists: their advertisements are now to be found in these lists the year round—look and see.

We court the test, especially the comparative, competitive test. When the test is comparative, Allen's Lists usually stand, not near the head, BUT AT THE HEAD.

My claim to patronage—results to the advertiser.

Forms close the 18th of each month prior to the date of the periodicals.

E. C. Allen, Proprietor of "Allen's Lists,"
Augusta, Maine.

WRITE IT IN THE CONTRACT:

"Circulation to be proved above
50,000, or no pay."

THAT IS

THE TEACHER,

A Journal of Education and Pedagogy.
(Monthly, except July and August).

THE TEACHER is emphatically the journal of cultured and progressive professional teachers and school officers. It represents the highest plane of educational journalism. As has been said by high authority, "THE TEACHER is as good as any purely educational journal can be."

RATES (Invariable):

Per line, \$.40 Per inch (12 lines), \$ 4.50
" col. (10 lns.), 40.00 " page (3 cols.), \$120.00

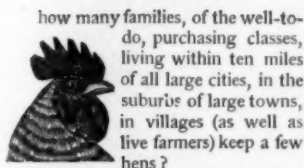
Discounts for Continuance:

3 times, 10 per cent.; 6 times, 15 per cent.; 10 times (the year), 25 per cent.

No advertisement not absolutely unquestionable, in fact or character, will be received.

THE TEACHER, 3 East 14th St., N. Y.

ADVERTISERS! ARE YOU AWARE



how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?

They keep: "Poultry for Profit" and consequently

**THEY ARE THE PATRONS OF
The Farm-Poultry Monthly,
AND ARE A BUYING PEOPLE.**

Moral: Advertise in Farm-Poultry.

For Rates and Sample Copy address
**FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.**

ST. LOUIS JOURNAL OF AGRICULTURE

Guaranteed 41,750 Weekly Issue
TO PAID IN ADVANCE SUBSCRIBERS.

We will **GUARANTEE** 41,750 copies to Paid Subscribers and 6 times more circulation to Paid Subscribers than any weekly agricultural paper in St. Louis, or ask no pay for advertising.

WE ISSUE from 35 to 50 per cent. more papers to Paid Subscribers every week than any paper of our class west of Ohio.

See the Advertising Agents for terms, or address—

**Journal of Agriculture
ST. LOUIS, MO.**

The Scranton Truth,

An Independent Newspaper,
OVER 10,000 COPIES DAILY.

AFFIDAVIT OF CIRCULATION.

I hereby certify that the average circulation of THE SCRANTON TRUTH for the month of February, 1891, was over 10,000 copies daily.

J. J. JORDAN,
Business Manager.

LACKAWANA COUNTY, SS.:

Sworn and subscribed before me this 6th day of March, 1891.

SEAL.

JAS. H. TORREY,
Notary Public.

The Scranton Truth

continues to grow with the country.

It is published in a city that has doubled its population in a decade.

It is the favorite newspaper of Northeastern Penn'a.

It is circulated almost entirely among regular subscribers in a large, populous, intelligent and public-spirited community.

The road to business success in Scranton is through the advertising columns of

**The Scranton Truth,
BARRETT & JORDAN,
PROPRIETORS.**

1 1/5 OF A CENT A LINE

We recently prepared a list of **HOME PRINT** weeklies for a patron, which, when computed on the basis of circulation as given in Ayer's Am. Newspaper Annual for 1890, showed the cost per line to be only **ONE-FIFTH (1-5) OF A CENT FOR EACH ONE THOUSAND (1,000) CIRCULATION.**

For such valuable mediums as a selection from the best of the all-home print county weeklies, this is a rate which should command the attention of advertisers who are seeking economical methods for reaching the homes of people living outside of the cities. We invite inquiry from advertisers regarding our facilities for handling business in the home print papers in any part of the United States.

NELSON CHESMAN & CO.
ESTABLISHED 1874 INCORPORATED 1890
Newspaper Advertising Agents

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 44 Buckman St., New York City.

The Daily Continent

Successor to "The Star,"

NEW YORK.

16 pages, 5 columns to page, Daily.
2 Cents.

32 pages, 5 columns to page, Sunday.
5 Cents.

16 pages, 5 columns to page, Weekly.
\$1.00 per Year.

The "new departure" in journalism and praised by everybody. A leader of a new day. "Unique and bandy." "Why didn't somebody think of it before?" Compliments and praises by the thousand. Sample copies free.

FRANK A. MUNSEY, Publisher,
239 Broadway, corner Park Place,
NEW YORK.

H. P. HUBBARD, Manager Advertising Department; also of *The Argosy* and *Munsey's Weekly*. Two leaders of their kind.

PUBLISHERS

Do you realize that the typographical appearance of your newspaper depends largely upon the quality of ink used in printing it?

Also that advertisers deem it an important matter to have their announcement well printed, otherwise it is unattractive and unprofitable?

Wilson's Inks

ARE GUARANTEED

to give satisfactory results.

If not as represented they may be returned.

Send for special prices & discounts.

W. D. Wilson Printing Ink Co.,
LIMITED,
140 William St., New York.

No general
Advertiser
can be
well served
in our field
except
at great cost
unless
he uses
our papers.
They carry
with them
the confidence
gained
by years
of good works.
Their readers
have money
to supply
their needs.
These cover
the whole year,
for they
have homes
to keep up,
children to clothe,
feed,
doctor
and educate.
They have
tastes
to gratify
in ways of
both simple
and luxurious
living.
The advertising
rate
is low.
Write
to us
for fuller
information

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

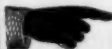
One
Price
Advertising

Without Duplication
of Circulation

HOME 14 BEST
JOURNALS WEEKLIES
Every Week

Over 260,000 Copies

Religious Press
Association
Phila



Writers of Ads.,

Your Opportunity.

1st Prize \$25.
2d Prize \$10.
5 Prizes \$2 Each.

WE AWARD

The above prizes APRIL 10th to parties who originate ads. and ideas best suited to our purpose. All contributors to have their matter in on or before MONDAY, APRIL 6th.

Subject — "CORSETS."

Write us and we will furnish full information, pointers, etc.

Attorneys,
Experts,
Business Men

} At Profitable
Advertising

Address

THE C. F. DAVID ADVERTISING AGENCY,
79 Milk St., Boston, Mass.

Any Newspaper or Periodical

Printed in the U. S.

May copy the ideas conveyed in our annexed ad., using only best position, and in any size or shape, at card rates, to the amount of Wall Paper they may want or can use, copy with ad. appearing being sent us, on receipt of which we will send our samples to any address, guaranteeing satisfaction, as we buy from the best factories only and carry one of the largest stocks in the country, running three retail stores beside our large wholesale business. Will also pay premium of \$50 for the best ad. in those sent under above offer.

F. H. CADY,

305 HIGH STREET,

PROVIDENCE, R. I.

YOU WILL NEVER KNOW HOW CHEAP

WALL PAPER

Can be bought until you send for samples of the Special Bargains we are offering. Please remember that these are All New Goods Just Made by the Best and Largest Manufacturers in the Country. No short length goods at any price.

Pretty Patterns without Gilt, 3c. to 5c. per roll.
Beautiful Gilt Papers, 5c. to 10c. per roll.
Elegant Embossed Gilt, 8c. to 20c. per roll.

All with Borders to Match Them.
3 to 9 inch Borders and Friezes, 1c. per yard.
4 to 18 inch Gilt Borders and Friezes, 2c., 3c., 5c. per yard.

Send 8c. in Stamps for Over 100 Handsome Samples, to

F. H. CADY, 305 High Street,
PROVIDENCE, R. I.

CAN
IT
BE
TRUE?



THERE IS NOT A FIRST-CLASS —NEWSPAPER IN— THE UNITED STATES

that can afford to be without a copy of the U. S. OFFICIAL POSTAL GUIDE. It is to their office what butter is to bread—an all-powerful help. They may do without it, but *can* they? Ah! that's the question. The publishers desire to place a copy in every newspaper office in this country, and in order to do so, will furnish at special rates to publishers only, as follows:

REGULAR PRICES.

Per Year Jan. Cloth \$2.00
Per Year Jan. Paper 1.50
Jan. No. only, Cloth 1.50
Jan. No. only, Paper 1.00

PUBLISHER'S PRICES.

Per Year Jan. Cloth \$1.00
Per Year Jan. Paper 1.25
Jan. No. only, Cloth 1.25
Jan. No. only, Paper .75

You will note that these prices are considerably below our regular rates, and

WE ARE WILLING TO BET THAT

if a newspaper office once uses the Postal Guide, they will appreciate its value and become permanent subscribers. Send in your orders. We are ready for you. Let the cash accompany, please.

SADLER PUBLISHING CO., BALTIMORE, MD.

THE SIDEWALK PRINTING MACHINE

IS A

WHEEL OF FORTUNE WITHOUT ANY BLANKS.

Messrs. Digman & Co'y, Toronto, Canada:

ELIZABETHTOWN, March 4th, '91.

GENTLEMEN—Yours to hand. I am more than pleased with the Sidewalk Printing Machine, as you will see when I tell you that after giving it a trial I made up my mind not to use it in my own business, but to go into the sidewalk advertising business. I find that the machine complete here cost me \$35; in addition to that, as you know, the territory having 50,000 population in this and the adjoining State cost me \$100. As soon as I receive the lettering which I order herewith I will be ready to go on with orders amounting to \$1,500. I have one order for 100,000 impressions, each 2 feet by 3 feet, for which I am to get half a cent each. I believe, as you say in your ad., that they would be good value at 10c. each, but as I can do the whole business in two weeks at a cost of less than \$40, I am not kicking.

Let me know what territory you have adjoining this still unsold and I will select another block and remit you for it as before.

I do not see anything in the agreement to prevent me getting the lettering made here; it would be a great saving of time. Have you any objections?

(Signed)

Truly yours,

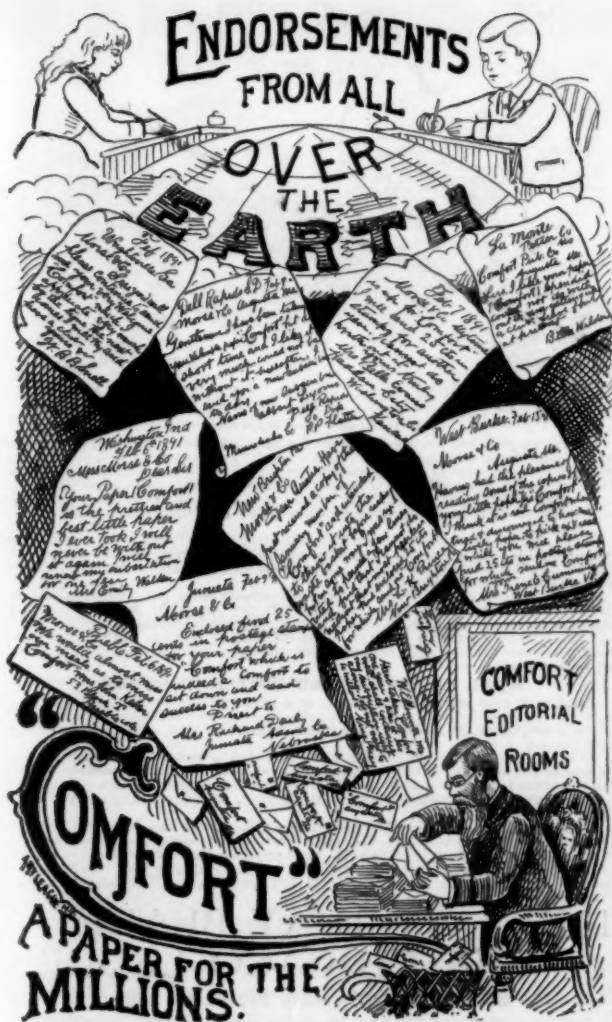
C. J. DEPEW.

PAINT YOUR OWN TOWN RED

With a Sidewalk Printing Machine at a cost of one-tenth of a cent for a card 3 ft. by 6 ft.

Choose territory still for sale on a basis of 2 cents per hundred of population. Apply at once.

**DIGNAM & CO'Y, Agents,
37 Yonge Street, Toronto, Canada.**



With its rapid increase in subscriptions Comfort can safely guarantee a subscription list of over three-fourths of a million before another season, and in all probability its circulation will arrive at the million mark before '92. Its advertising rates will remain the same until October next, when they will be advanced. Space at the agencies or of The Gannett & Morse Concern, Augusta, Maine.

PROVED CIRCULATION
(TRADE MARK)



THE QUICK AND THE DEAD.

(Positively the Last Appearance.)

Above we give you an illustration of a man who tried for years to earn a living in an "old established," "well known," "guaranteed," sleepy old town, where the grass grows in the street, the citizens are all thoroughly respectable, the empty store boxes are the only opera chairs, and the local paper died from want of advertising patronage. The condition of this man, his family, horse, dog, and all his chattels and worldly possessions after the experiment is told in the illustration.

He is leaving the "Dead" town and is moving to the "Quick" city which has sprung up in only a few years—where prosperity, energy, capital and plenty abound on all sides. Wise man. If the mountain will not come to Mahomet, Mahomet will go to the mountain.

An illustration of "moving" among advertisers from the "old established," "well known," etc., newspapers into the "Quick," growing, healthy, hustling, young publications can be seen by examining the columns of the CHICAGO SATURDAY BLADE and CHICAGO LEDGER. The SATURDAY BLADE, with 200,000 copies weekly proved for the year, is the largest weekly newspaper in the U. S., and is not yet three years old.

REAL ESTATE vs. ADVERTISING SPACE.

Dealers in real estate buy property in a live, active, growing city in order to profit by the rise in value of their purchase. Advertisers buy space in a live, active, growing paper, like the SATURDAY BLADE and CHICAGO LEDGER, for the same reason.

If it was known beyond a doubt that real estate in any city would advance 40% during the next thirty days, the public would buy everything offered for sale, and the same is equally true of the general advertisers, as can be seen by examining the SATURDAY BLADE and CHICAGO LEDGER, the advertising rates of which will advance 40% in 30 days.

The advantage enjoyed by any advertiser in the SATURDAY BLADE or CHICAGO LEDGER is that he can cancel his order for space (this is put in all contracts) in either paper at any time he thinks it don't pay him, but where can you find the seller of real estate who will take back his property at any time? You take no chances in making an annual contract for space in the SATURDAY BLADE or CHICAGO LEDGER.

THE SATURDAY BLADE. THE CHICAGO LEDGER.

300,000 Copies Weekly Proved for 1891.

Net advertising rate until April 1st, BLADE 70 cents per agate line per insertion.

Net advertising rate until April 1st, LEDGER 35 cents per agate line per insertion.

The BLADE and LEDGER combined, \$1.00 per agate line per insertion.

Now is the time to make Annual Contracts for the BLADE and LEDGER.

Remember if your advertising don't pay you can cancel at any time.

For space address any responsible advertising agency or the publisher,

W. D. BOYCE, 116 & 118 Dearborn St., Chicago, Ill.

40% Increase in Advertising Rates April 1st, 1891.

Banks and Bankers have the Best Office Stationery

— TO BE HAD. —



Office of THE NORTHERN TRUST COMPANY.

Capital, \$1,000,000.

Chicago, Jan. 10th, 1890.

WILBUR PUBLISHING CO.:

Gentlemen—I have had one of your Rolling Blotters on my desk in constant use for about a year. I use no other.

ARTHUR HEURTLEY, Assistant Cashier.

The Merchants' National Bank of Philadelphia has thus far used **5000** for themselves and their friends. Would they do it if they didn't like them?

Thain's Rolling Blotter

is the most ingenious, convenient, cleanly and satisfactory blotter in use to-day.

One thousand, with your advertisement on the handle and on each blotter, \$110.00.

☛ For Sale by Stationers, or by mail, 25 cents. ☛

WILBUR PUBLISHING CO.,
226 La Salle St., Chicago.

Copyright by
S. C. BECKWITH

A Shrewd Observer

Cannot fail to note and profit by the experience of the wise man who has won fame and fortune by sticking to the best mediums—like the

SALT LAKE TRIBUNE.

If an advertiser desires only "One Paper in a State," THE TRIBUNE would be sure to go down on the list for Utah. All authorities agree on this point. It sweeps the State like a tornado, and reaches largely into Idaho and Montana as well.

In addition to the high **character** and the choice **quality** of THE TRIBUNE'S circulation, its patrons get also the desirable numerical strength. No customer is left in doubt as to what he is purchasing. The "Story of the year" of 1890, as sworn to in brief, was:

Total Circulation, - - - - - **2,504,820**
DAILY AVERAGE, - - - - - **7,036**

The above statement is true and correct to the best of my knowledge and belief.

P. H. LANNAN, *Manager.*

Subscribed to and sworn before me this third day of January, 1891.

HOMER F. ROBINSON, *Notary Public.*

But THE TRIBUNE is steadily gaining, its motto being "Upward and Onward," as the following statement for the month of January, 1891, shows:

Jan. 1..... 21,000 Copies.	Jan. 11..... 8,900 Copies.	Jan. 21..... 7,350 Copies.
" 2..... 7,150 "	" 12..... 7,150 "	" 22..... 7,350 "
" 3..... 7,025 "	" 13..... 7,350 "	" 23..... 7,350 "
" 4..... 8,800 "	" 14..... 7,250 "	" 24..... 7,350 "
" 5..... 7,050 "	" 15..... 7,500 "	" 25..... 8,150 "
" 6..... 7,050 "	" 16..... 7,200 "	" 26..... 7,250 "
" 7..... 7,200 "	" 17..... 7,275 "	" 27..... 7,250 "
" 8..... 7,150 "	" 18..... 9,150 "	" 28..... 7,350 "
" 9..... 7,150 "	" 19..... 7,250 "	" 29..... 7,550 "
" 10..... 7,200 "	" 20..... 7,350 "	" 30..... 7,350 "
		" 31..... 7,350 "

Total Circulation, - - - - - **245,950**
Daily Average, - - - - - **8,190**

THE DAILY TRIBUNE, 7,350. THE SUNDAY TRIBUNE, 9,150.
THE WEEKLY TRIBUNE, 4,000.

Published every day in the year and the only Seven-day paper between Denver and San Francisco. Incomparably the best medium in the section it professes to cover, and the *real* "Giant of the Rockies."

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING,

509 "The Rookery," Chicago.

48 Tribune Building, New York.



**LORD & THOMAS,
NEWSPAPER ADVERTISING,
45 TO 49 RANDOLPH ST.,
CHICAGO, ILL.**



Where All Are Great, Who Is Greatest of All?

A New York Competitor Says :

"No other house in the advertising business was ever so well known as ours. No other has had commensurate experience. So thoroughly is our name identified with the business that the mere mention of it anywhere throughout this wide country suggests 'Newspaper Advertising' to every hearer.

As a consequence more applications for estimates and information on the subject of advertising come to us in a week than to all other advertising agents in a month."

A Philadelphia Competitor Says :

"How is it then we admittedly do the largest business in Newspaper Advertising in the world?"

WE SAY :

We are prepared to show to the entire satisfaction of either of our above competitors, or any customer of ours or theirs, that we handle a larger number of orders each month in the year, for more varied lines of business, than any other establishment in our line. Chicago is the axis of the World.



**LORD & THOMAS,
NEWSPAPER ADVERTISING,
45 TO 49 RANDOLPH ST.,
CHICAGO, ILL.**



DAT'S GOOD!



But this Pays Better.

4 SPRING ISSUES,

One Million Copies!

REMEMBER THE DATES:

March 26, April 2, April 9, April 16.

— 250,000 each. —

Advertising Rates unchanged. • 70 cents an agate line per insertion Ordinary Advertising; Reading Notices, \$1.25 a line. Copies in excess of subscription list are sent where they will do advertisers and ourselves the most good.

THE NATIONAL TRIBUNE,

WASHINGTON, D.C.

NEW YORK OFFICE: 66 PULITZER BUILDING.